

CLAIMS

- 1 ① A method for generating recommendations for consumer preference items,
2 comprising:
- 3 (a) generating information identifying a plurality of profile sample items based
4 on selections made by a customer;
- 5 (b) applying the profile sample item information as an input to a
6 recommendation database, the database storing information identifying a
7 plurality of preference items and distances between pairs of items, the
8 distances being calculated from preference ratings obtained from a
9 consumer preference test; and
- 10 (c) recommending to the customer consumer preference items that are
11 located in the database within a predetermined distance from the profile
12 sample items.
- 1 2. The method of claim 1 step (a) comprises
- 2 (a1) receiving a plurality of item category selections from the customer, each
3 item category representing an area of potential interest to the customer;
- 4 (a2) displaying information identifying a plurality of sample preference items
5 representing subclasses in each category; and
- 6 (a3) selecting sample preference items based on information received from the
7 customer.
- 1 3. The method of claim 2 wherein step (a3) comprises receiving a rating from the
2 customer for each displayed sample preference item and selecting sample
3 preference items based on the received rating.
- 1 4. The method of claim 1 wherein the consumer preference test is conducted before
2 a live audience.

- 1 5. The method of claim 1 wherein the consumer preference test is conducted
2 individually respondent by respondent with a plurality of respondents and each
3 respondent rates each of a plurality of preference items.
- 1 6. The method of claim 1 wherein a distance in the database is calculated between
2 a pair of preference items by calculating the difference in preference ratings
3 between the pair of preference items for each respondent and combining the
4 preference rating differences for all respondents.
- 1 7. The method of claim 6 wherein the distances are scaled to fall within a
2 predetermined range.
- 1 8. The method of claim 1 wherein step (c) comprises displaying the recommended
2 items to the customer.
- 1 9. The method of claim 1 wherein step (a) comprises generating information
2 identifying a plurality of profile sample items based on selections made by a
3 customer and on information identifying items recommended in step (c).
- 1 10. The method of claim 1 wherein step(a) further comprises generating information
2 identifying a plurality of profile sample items by displaying information identifying
3 items recommended in step (c) to a customer, receiving a rating from the
4 customer for each displayed item and using the received ratings to generate the
5 information identifying a plurality of profile sample items.
- 1 11. The method of claim 1 wherein the preference items are songs.
- 1 12. The method of claim 1 wherein the preference items are movies.

1 13. The method of claim 1 wherein the preference items are television shows.

1 14. The method of claim 1 wherein the preference items are books.

1 15. The method of claim 1 wherein the preference items are fashions.

1 16. Apparatus for generating recommendations for consumer preference items,
2 comprising:

3 a profile generator that generates information identifying a plurality of
4 profile sample items based on selections made by a customer;

5 a recommendation database that receives the profile sample items as
6 inputs, the database storing information identifying a plurality of preference items
7 and distances between pairs of items, the distances being calculated from
8 preference ratings obtained from a consumer preference test; and

9 a recommendation unit that recommends to the customer consumer
10 preference items that are located in the database within a predetermined
11 distance from the profile sample items.

1 17. The apparatus of claim 16 wherein the profile generator comprises:

2 a category generator that receives a plurality of item category selections
3 from the customer, each item category representing an area of potential interest
4 to the customer;

5 a sample profile item generator that displays information identifying a
6 plurality of sample preference items representing subclasses in each category;
7 and

8 an item thresholding unit that selects sample preference items based on
9 information received from the customer.

1 18. The apparatus of claim 17 wherein the sample item profile generator comprises
2 an input mechanism for receiving a rating from the customer for each displayed

3 sample preference item and the item thresholding unit selects sample preference
4 items based on the received ratings.

1 19. The apparatus of claim 16 wherein the consumer preference test is conducted
2 before a live audience.

1 20. The apparatus of claim 16 wherein the consumer preference test is conducted
2 individually respondent by respondent with a plurality of respondents and each
3 respondent rates each of a plurality of preference items.

1 21. The apparatus of claim 16 wherein a distance in the database is calculated
2 between a pair of preference items by calculating the difference in preference
3 ratings between the pair of preference items for each respondent and combining
4 the preference rating differences for all respondents.

1 22. The apparatus of claim 21 wherein the distances are scaled to fall within a
2 predetermined range.

1 23. The apparatus of claim 16 wherein the recommendation unit comprises a display
2 that displays the recommended items to the customer.

1 24. The apparatus of claim 16 wherein the profile generator generates information
2 identifying a plurality of profile sample items based on selections made by a
3 customer and on information identifying recommended items calculated by the
4 recommendation unit.

1 25. The apparatus of claim 16 wherein the profile generator comprises a display that
2 displays recommendations generated by the recommendation unit to a customer,
3 an input mechanism that receives a rating from the customer for each displayed

4 item and the item thresholding unit selects sample preference items using the
5 received ratings.

1 26. The apparatus of claim 16 wherein the preference items are songs.

1 27. The apparatus of claim 16 wherein the preference items are movies.

1 28. The apparatus of claim 16 wherein the preference items are television shows.

1 29. The apparatus of claim 16 wherein the preference items are books.

1 30. The apparatus of claim 16 wherein the preference items are fashions.

1 31. A computer program product for generating recommendations for consumer
2 preference items, the computer program product comprising a computer usable
3 medium having computer readable program code thereon:

4 program code for generating information identifying a plurality of profile
5 sample items based on selections made by a customer;

6 program code for applying the profile sample item information as an input
7 to a recommendation database, the database storing information identifying a
8 plurality of preference items and distances between pairs of items, the distances
9 being calculated from preference ratings obtained from a consumer preference
10 test; and

11 program code for recommending to the customer consumer preference
12 items that are located in the database within a predetermined distance from the
13 profile sample items.

1 32. The computer program product of claim 31 further comprising program code for
2 generating the recommendation database information.

1 33. The computer program product of claim 32 wherein the consumer preference test
2 is conducted with a plurality of respondents and each respondent rates each of a
3 plurality of preference items and wherein the program code for generating the
4 database information comprises program code for calculating a distance in the
5 database between a pair of preference items by calculating the difference in
6 preference ratings between the pair of preference items for each respondent and
7 combining the preference rating differences for all respondents.